

ORDER



KSNV

Orders	Order / Rev:	108089	Primary AE:	Amy McCreary
	Alt Order #:	06866082	Sales Office:	BLPHI
	Product Desc:	OBAMA 60S	Sales Region:	National
	Estimate:	2175		
	Flight Dates:	10/25/12 - 10/29/12		
	Original Date / Rev:	10/22/12 / 10/30/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		Washington Harbor	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Obama for America - FVSC	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC01-Democrat	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$46,300.00	\$39,355.00
10/29/12	10/29/12	5	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$46,300.00	\$39,355.00	0.00
November 2012	5	\$6,600.00	\$5,610.00	0.00
Totals	19	\$52,900.00	\$44,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$52,900.00
Market	100%	\$211,600.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$52,900.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$52,900.00
KTUD	2%	\$4,232.00
KVVU	17%	\$35,972.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$12,696.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/29/12	M-F 5-6a WakeUp w/Wagners	5-6a		M--TF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 108089
Alt Order #: 06866082
Flight Dates: 10/25/12 - 10/29/12

Advertiser: Obama for America
Product Desc.: OBAMA 60S
Estimate: 2175

Print Date: 10/30/12 17:17:05 Page 2 of 3

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Print Date: 10/30/12 17:17:05 Page 3 of 3

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/23/12		M--TF--			1	\$2,400.00		0.00						
E 13	KSNV	10/25/12	10/25/12	THE OFFICE/ UP ALL NIGHT	Thurs PR 9-10p	CM	9-10pm		---	1:00	1	\$6,400	001	0.00	NM	1	\$6,400.00
					Thursday Prime 9-10pm												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/22/12		---T---			1	\$6,400.00		0.00						
E 14	KSNV	10/26/12	10/26/12	GRIMM	Fri PR 9-10p	CM	9-10pm		----F--	1:00	1	\$5,200	001	0.00	NM	1	\$5,200.00
					Friday Prime 9-10pm												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/22/12		----F--			1	\$5,200.00		0.00						
E 15	KSNV	10/27/12	10/27/12	ENCORE	Sat PR 8-9p	CM	8-9pm		-----S-	1:00	1	\$2,400.00	001	0.00	NM	1	\$2,400.00
					Saturday Prime 8-9pm												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/22/12		-----S-			1	\$2,400.00		0.00						
E 16	KSNV	10/28/12	10/28/12	SNF	NFL Football	CM	1P-9PM		-----S	1:00	1	\$20,000	001	0.00	NM	1	\$20,000.00
					NFL Football												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/22/12		-----S			1	\$20,000.00		0.00						
E 17	KSNV	10/25/12	10/29/12	TONIGHT SHOW W/ JAY LENO	The Tonight Show	CM	1135p-1236a		M--TF--	1:00	1	\$1,000.00	001	0.00	NM	1	\$1,000.00
					Tonight Show												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/23/12		M--TF--			1	\$1,000.00		0.00						
E 18	KSNV	10/25/12	10/29/12	LATE NIGHT W/JIMMY FALLON	Late Night w/Fallon	CM	1236a-136am		M--TF--	1.00	1	\$500.00	001	0.00	NM	1	\$500.00
					Late Night w/Fallon												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/23/12		M--TF--			1	\$500.00		0.00						
E 19	KSNV	10/27/12	10/27/12	SATURDAY NIGHT LIVE	Saturday Night Live	CM	1130pm-1:02am		-----S-	1:00	1	\$2,800	001	0.00	NM	1	\$2,800.00
					Saturday Night Live												
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week:	10/22/12		-----S-			1	\$2,800.00		0.00						